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**CC:** Tooke, Maureen  
**Sent:** 9/5/2014 3:36:12 PM  
**Subject:** Impacts of CZARA - Gov. Kitzhaber Declares Sept. 22-26 Septic Smart Week in Oregon  
**Attachments:** SepticSmart Week-OR Gov Proclamation.pdf

For those who occasionally (or constantly) wonder if CZARA is making any real difference, sometimes tangible evidence is hard to come by. So I was pleased to see this attached proclamation from Oregon's Governor Kitzhaber, which was part of the email below. I know the federal partners have worked closely with Oregon program staff to craft a path forward to meet the Existing OSDS Inspections management measure, and it has been a long bumpy road to get them to where they are now. I never doubted ODEQ's willingness/resolve to try to meet this management measure, but as we all know, sometimes politics interferes with agency plans. And sometimes it takes external forces to prod the state into a different gear to achieve an acceptable outcome.

There have been many such victories over the years and across the states and territories that may be—at least in part—attributable to CZARA, and when I run across them, I will try to remind my fellow federal partners of them. Here's one big one while I am at it:

NOAA's Clean Marinas Program (<http://coastalmanagement.noaa.gov/marinas.html>), which was born straight out of CZARA, complete with a link to the 15 marina management measures from the 1993 6217(g) guidance ([http://coastalmanagement.noaa.gov/initiatives/management\\_m.html](http://coastalmanagement.noaa.gov/initiatives/management_m.html))

**Please do not forward this email to others**, as EPA is gearing up for national SepticSmart Week in a couple of weeks, and the primary purpose of the email below is to prep others in EPA about this roll-out.

Thanks.

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**From:** Tooke, Maureen  
**Sent:** Friday, September 05, 2014 12:35 PM  
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**Subject:** SepticSmart Week 2014 Materials - Email 1 of 2  
**Importance:** High

All –

As promised, I am sending the attached documents in advance of SepticSmart Week, September 22-26<sup>th</sup>. There will be two emails due to number of attachments.

I have been given permission to distribute these for you to prep them to go out for SepticSmart Week. Again, as last year, we encourage you to use these materials and to tailor them to your audiences/members to better draw them to the messages, connect the dots, make it local.

One article and a few social media messages have been released in addition to the banner ads on the EPA main decentralized wastewater management program page and on the main SepticSmart webpage. On very high note, on August 25<sup>th</sup> Governor Kitzhaber of Oregon issued a Proclamation that September 22-26, 2014 is SepticSmart Week in Oregon.

Attached:

1. EPA's SS Week Press Release – **to publish on 9/22/14**
2. EPA's SS Week Social Media Messages – infographics will accompany EPA's postings--each day of SepticSmart week will have a different post
3. EPA's SS Week Greenversations Blog – **to publish on 9/22/14**
4. EPA's SS Week article – published in NAPS last week at [www.napsnet.com](http://www.napsnet.com); click on 'this week's stories' tab and scroll down (look for the SepticSmart graphic)
5. Governor of Oregon's SEPTIC-SMART Week Proclamation – OR's program is also named Septic Smart

My hope is that the SepticSmart 2014 webpage will be live sometime next week, I do not have a definite date on that.

In addition, we put three new materials in the que for the SepticSmart Toolkit that are awaiting approval/upload. The three items are: a factsheet for homeowners' with advanced treatment units (ATUs), a factsheet on proper landscaping for your drainfield, and the SepticSmart Seal – similar to attached but with the URL instead of the dates so that it can be used anytime. We will also be adding more 'Community Highlights' this year that will be imbedded in an interactive map (if the internet will cooperate with us. We will also be encouraging the public to share, via email, with us what they will do/did for SepticSmart Week 2014 in their community.

Many thanks to you all for making SepticSmart Week 2014 a success already!

Regards,

Maureen



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<http://www.epa.gov/septicmart> - SepticSmart Week: Sept. 22-26th – Follow it on Facebook & Twitter!